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ABSTRACT

Media studied in this report include broadcasting (radio and television), press (newspapers and magazines), literature, motion pictures, and sound and video recordings. First, there is an overview of Finnish mass communications on a qualitative level. After this, quantitative data are presented, divided into categories of production and distribution, content, and consumption and use. This is done on the basis of various media and various methods of control, i.e., commercial, organizational, and parliamentary. Finally, a new plan is presented for collecting and presenting extensive statistics on mass communications, based on suggestions from a UNESCO panel of international experts. (VT)

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DRAFT INVENTORY OF FINNISH MASS COMMUNICATIONS

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February 1976

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INTRODUCTION

UNESCO decided in its general assembly in 1968 to authorize the Secretary General to work out a long range project for communication research and at the same time study the role and effects of mass communications in modern society. The general assembly of 1970 gave even wider authorities and called for a study to clarify the effects of mass communications on internationally comparable basis. An international panel of experts produced COM/MD/20 in 1971. This paper presents the suggestions of the panel for an international research programme.

Among other plans the panel suggests data to be collected in all member countries on mass communication conditions, on the extensiveness of mass communication, and also on the consumption and use of communications. According to the suggestion the data should be divided into quantitative and qualitative parts and possibly into a third part of background information.

This work is based on the suggestions of the panel applied to Finnish conditions. We, the writers of this work, have stuck as closely as possible to the original suggestions of the panel but in some cases we have had to change the framework given by the panel, for example in cases of missing data.

In Finland, as well as in other industrialized states, a lot of attention has been paid to making statistics vital to the state administration and to industry and commerce. National welfare and its growth are seemingly

dependent on the availability of data needed for the development. Mass communications has only in the past few years become such an important and influentical branch of industry, that the making of national and international statistics on communications have been found necessary so that mass communications could be developed according national goals. Statistics on communications have been scattered. Different media have gathered data relevant to their own use and the only international sources have been the Statistical Yearbook of Unesco and World Communication book. Statistics have been made in the past few years on national level (e.g. Swedish Kultur i siffror) but even these have not been extensive enough.

Due to the lack of national statistics we have had to use sources of different levels in the compilation of this work. The data thus gathered is not wholly comparable as such. Inspite of this we decided to put different media into the same tables and categories, for this way it is possible to see the whole field of mass communications, and to some degree make comparisons between different media.

This work is based on the three-category classification system adopted by the panel. The data is divided so into the categories of (1) production and distribution, (2) content, (3) consumption and use. All data has been further classified according to the suggestions of the panel on the basis of various media and various methods of control. Control or the forms of ownership are the ones presented by the panel: commercial, organizational and parliamentary. In some cases organizational and parliamentary control have been combined to a category of public control. Commercial control means here a sector of mass communications that is under private ownership.

Organizational control includes that part of communications which is controlled by different ideological organizations, trade unions or other associations and leagues. Parliamentary control means the direct or indirect control of mass communications by the Parliament or other governmental bodies.

As media of mass communications we have included broadcasting (radio and TV), press (newspapers and magazines), literature, motion picture, and sound and video-recordings. Advertising, news agencies and news photo agencies act more as contributors to the actual media, for the material they produce is included in the material produced by different media (excluding direct advertising).

This work is divided into two parts. First we give an overview of Finnish mass communications on a qualitative level, in chapter 1, called "level B" in the suggestion of the panel. After this we present the quantitative data in chapter 2, on "level A" as it called by the panel. We decided to use this order, for we feel that this way we are starting with general data and moving on to specific details. To us this order seems more practical than the order suggested by the panel.

Finally in chapter 3 we give a new presentation for making extensive statistics on mass communications. This new plan based on the experience gained in the making of this work, is an "improved" version of the original suggestion by the panel.

FINLAND AND FINNISH MASS COMMUNICATIONS

1. Basic data on Finland

Finland became independent in 1917 after having been before that first under the rule of Sweden and later under the rule of Russia. Two years after the declaration of independence the republican form of government was confirmed for the State of Finland.

Section 2 of the Finnish constitution determines that ruling power belongs to the people, who are represented by a 200-member one-chamber parliament. The members to the Finnish parliament are elected every fourth year. There is a universal suffrage. The system works according to the principles of European parliamentarism.

Finnish head of state, the president, has a powerful position. The president, who leads the foreign policy of Finland, is elected every sixth year by electors, who are chosen by popular vote.

It is typical for the geographic conditions of Finland that a relatively large area (337 000 square km) is inhabited by a relatively small population (4,7 million). Besides the population is heavily concentrated in Southern Finland, due to industrialization and urbanization. In the northernmost province of Lapland, which is also the largest of Finland (about 30 per cent of the total area of the country), there are only two people per one land square kilometer. In the southernost province around the capital, Helsinki

there are more than a hundred people per one square kilometer. Approximately a half of the population lives within the economic zones around the three largest cities; Helsinki, Tampere, Turku. This unified area is, however, only about 16 per cent of the total area of the country.

There are no such geographic obstacles in Finland (as for instance mountains) that would cause difficulties in building communication and traffic networks. A highway system covers the whole country and the telecommunication network also reaches all parts of Finland.

The period after the Second World War has been crucial in the changing of the Finnish society. A transformation from an agrarian society into an industrial one has taken place during the last thirty years. Coming to the seventies the share of population employed in agriculture has gone down to about one fifth of the whole population.

Economy of modern Finland is based on industry. Forests, covering some two thirds of the country, are the main source of Finnish industry. Paper and pulp plus sawing industry are naturally and traditionally the most important branches of industry. In the processing of wood products Finland is among the foremost countries of the world. The share of various wood products of Finnish exports was more than a half in 1973. Metal industry takes more than a quarter of the exports. The most important import materials, in the Finnish negative balance of trade, are raw materials and fuels (more than a half of imports). Western European countries are the most important trade partners of Finland - two thirds of foreign trade is done with them - main partners being Sweden, Federal Republic of Germany and England. The share of the socialist countries of the Finnish foreign trade is about one sixth and most of it is trade with the Soviet Union.

In the international GNP comparisons Finland is among the 15 most developed countries of the world. The Finnish GNP per capita was $ 2390 in 1970 and the average annual growth during the ten year period 1960-1969 was four per cent.

There is a general compulsory education of eight years. Literacy is universal. The annual university enrollment is about ten per cent of each new age group.

Finland has two official national languages. Beside Finnish also Swedish has an official position. Some six per cent of the population speak Swedish as their native language. The Swedish speaking population is concentrated along the southern and western coasts of Finland.

(The sources for the data used above are: Nousiainen Jaakko, 1973 and Statistical Yearbook of Finland, 1973)

1.1. Basic data on mass communications in Finland

Mass communications in Finland are well developed considering the supply of communications and their coverage of the country. Newspapers and magazines are distributed all over Finland and they are in principle available for subscription through post for all citizens. Finnish consumption of newsprint per capita is the highest in the world, 47 kilos in 1973. (Closest to the Finnish consumption figures come the United States with 45 kilos per capita.) (Statistical Yearbook of Finland, 1974)

Radio and television networks (with one-channel minimum level) cover the whole territory and population of Finland. The network of bookshops and libraries reaches also throughout the land. But there are noticeable

regional differences in the supply of books as well as in the supply of motion pictures and sound records. In the sparsely populated countryside these services are harder to get than in the urban areas. An estimated one tenth of the population lives in a community that has no bookshop or library (within a distance of ten kilometers). Also approximately one third of the population lives without immediate cinema services. (Nordenstreng 1969, p. 15)

Finland has freedom of speech in the Western sense. Finnish press is mostly commercially controlled. Organizational control covers some ten per cent of the press. Under parliamentary control there are only a few magazines. The domination of commercial control is visible also in book publishing and in the production of motion pictures and sound records.

Broadcasting rights in Finland are possessed by one company, Oy Yleisradio Ab, which operates under the indirect control of the parliament. The licensed rights for broadcasting operations are admitted by the parliament and in principle these rights could be admitted even to other companies, although no such action has taken place.

Journalist training was started relatively early in Finland, already in the 1920's. Presently this kind of training can be obtained in two institutes, in the University of Tampere and in the College of Social and Communal Sciences for Swedish speaking students. In addition to these two, there is also one private school for training journalists. Also the Finnish Broadcasting Company, Oy Yleisradio Ab, organizes training for the company

employees. The level of training the present journalist generation has received is not, however, very high. Only about one fifth of the Finnish journalists have academic training for their profession. Most journalists employed by the press, radio and TV have learnt their profession through experience in the practical work.

2. Mass communications in Finland: structure and functions

2.1. Broadcasting

Broadcasting activities were started in Finland in 1920's. At this time there were several private stations in operation. The law of 1919 gave the state a privilege of making and using electric appliances for wireless telegraphing and telephoning. The state had also the privilege of giving licenses of operation to the broadcasting companies. Due to the difficult internal political situation these licenses were not easy to get and after some time of various broadcasting activities a state controlled company, Oy Yleisradio Ab, was given the moncpoly of radio broadcasting, which it has even today.

Television came to Finland at the end of the 1950's, first as experimental and then at the end of the decade with regular broadcasts. In the early 1960's rights to television broadcasts were transferred solely to Oy Yleisradio Ab, the Finnish Broadcasting company (later referred to as FBC). In addition to FBC there is a commercial television company, Oy Mainos-TV, operating in Finland. This commercial TV-company has not, however, a broadcasting network of her own but the company buys programme time from FBC according to agreements of fixed time.

FBC is a joint-stock company with majority of shares, 99 per cent, owned by the state. The highest authority of the FBC is the parliament of Finland. The parliament elects the administrative council for the company so that each political party is represented in the council according to the number of seats it has in the parliament. The FBC is thus not controlled by the cabinet but by the parliament itself. The administrative council selects the board of directors for the company. This board has, however, a relatively independent position. Most of the directors in the board are elected for a fixed time. Different units of the FBC, television, radio and Swedish radio have their own programme councils that coordinate and plan the programme structure.

The programme policy of the FBC is regulated by a programme code, which gives general guidelines on the type and content of programmes that are fit for broadcasting. According to the code the programmes are to be impartial, educative and to a proper extent also entertaining. The administrative council of the FBC can, when it wants to do that, interfere with the programme plans and even single programmes of different units, although the supervision of programmes is actually among the tasks of different programme councils and unit chiefs.

The main sources of income of the FBC are the license fees and the compensations that the commercial Mainos-TV company pays for the programme time that it buys from the FBC. In the last few years the financial difficulties of the FBC have brought up the question of a direct state subsidy to some special programmes, like for instance the educational programmes or even going over to a system of complete state financing. On the other hand there are fears that this kind of a direct subsidy policy would increase the state influence on the company and decrease its independance

The FBC has nine regional centers around the country and regional news are broadcast from 15 different places. For regional broadcasts one of the two national radio networks is divided into zones which during certain hours are reserved only for local and regional programmes.

Finnish commercial TV-company, Oy Mainos-TV, is owned by various Finnish enterprises. Mainos-TV is a private joint-stock company and is administered like any other commercial company. The programme policy of the company is, however, dependent on the programme code of the FBC and on the programme time buying agreement with the FBC. According to these regulations the company is not for instance allowed to broadcast news or programmes on current affairs.

Mainos-TV gets its income mainly by selling advertising time within its programmes. Other business activities of Mainos-TV include selling audio-visual material and services. The company does not receive any license fees.

All broadcasts of Mainos-TV are done through the network of the FBC which sells programme time according to regularly renewed agreements. In addition to compensation fees these agreements determine also the content of programmes and commercials. Mainos-TV is allowed to insert commercials in its programmes beside having commercials also before and after the programmes. Advertising of alcohol and tobacco products is completely forbidden and commercials of medicines can be displayed only on limited basis.

More than a half of Finnish TV-receivers are connected with a so-called central antenna, mostly in apartment buildings. Also some town districts and suburban areas share special power antennas in the areas with a weak visibility. On the Swedish speaking west coast areas these collectively used power antennas have been constructed in order to improve visibility of the Swedish television broadcasts. Experimental cable-TV broadcasts have been done in Helsinki and there are several cable-TV companies that are not active yet. Broadcasts by these companies have not been started due to economic risks caused by the lack of legislation. The further development of cable-TV is also dependent on the economic outlooks on the whole, for as stated in a Committe report of 1974: the construction of cable network in a country like Finland, with a low population density, will be expensive.

(Sources for this chapter: The Annual Report of the FBC 1972-73 and the Annual Report of Oy Mainos-TV 1973)

2.2. Press

Newspapers

Finnish press was born in 1770's to forward the ideas of enlightment. The position of a greater social significance was reached by the press only in the latter half of the 19th century, when literacy had grown along with the readership of papers. Finnish party press was also started in this period, either to support ideas of independence or to act as organs of Finnish or Swedish "language fighters". At the turn of the century Finland got its strong workers' press and also a typical feature of Finnish press: an active press of agrarian people.

The civil war that broke out after Finland became independent caused a partial paralysis of the workers' press. Commercial press got well on its way in the early 1920's along with the growth of the vital paper and pulp industry.

After the World War II newspapers have became further less committed politically. While 2/3 of newspapers were in 1946 still organs of some party, only less than a half were party papers in 1972. This does not mean that the publishing of political papers would have ended. Rather it is an indication of the tendency of the press to move to a politically independent direction. (VPKM I, p. 24)

The field of the Finnish press is quite colourful at the moment. Each of the political parties has an own organ published in Helsinki and most parties have also their own papers in other areas of the country. Regionally the Finnish press is divided into three categories: the national newspapers, the provincial papers and the local papers of one or more communities. Some cities have also papers distributed free of charge. The volume of city papers is about 40 million, the volume of the local papers about 80 million and the volume of newspapers proper 700 million.

Joint-stock companies own most of Finnish newspapers. Organizations own only about ten per cent of the newspapers.[1] There are no newspapers that can be considered to be under parliamentary control.[2]

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[1] Socialist newspapers are as a rule considered to be under organizational control, being either directly or through their shareholders in the possession of their publisher organizations. As organizational papers we also consider farmers' newspaper Maaseudun Tulevaisuus and a religious newspaper Kotimaa. This is to be noted in the latter tables so that papers under organizational control are not only socialist; the circulation of Maaseudun Tulevaisuus alone is 140.000 while the total circulation of Social Democratic press is 130 000 and of the People's Democratic press 110 000.

[2] Virallinen lehti, the official state paper, has been classified as a magazine

There is no substantial ideological difference in the content of independent papers compared with the content of non-socialist party papers. (Heränus 1974, p. 82) Excluding two newspapers, all national papers and all the leading provincial papers are either independent or non-socialist.

There is both direct and indirect state subsidy to the press. The indirect subsidy includes freedom from purchase tax, for papers subscribed for a period of a month or longer, and a so-called postal subvention, a low charge of postal transport for the press. The loss caused by this subvention to the Post is paid by the state. Indirect subsidy was estimated to be in early 1970's about 70 million Fmk a year.

The amount of direct subsidy is much smaller, and it is partly granted in shares that are proportionate to each party's parliamentary size. This direct subsidy goes to papers that have economic difficulties.

Magazines

Magazines have been published in Finland since the early 19th century. In the beginning magazines were either specialized professional, scientific and artistic publications, or religious and children's magazines. Private persons and ideological organizations acted then as publishers.

In the 1870's came the pictorials intended for general audiences: Book publishers became interested in magazine publishing at the time of World War I. Since then there has been a relatively heavy competition in the field, a competition that has been accelerated by the coming of television. The publishing of so-called general readership magazines is nowadays almost completely concentrated to five publishers.

Magazine-type publications include presently altogether 1 000 - 2 000[1] magazines, depending on the classification system. But more generally speaking magazine-type publications mean only those -approximately one hundred - general readership magazines, the volume of which is about 40 per cent of total volume of magazines. This group of a hundred magazines aims at as high circulation figures as possible, and all publications, except for one, are commercially controlled.

Some 15 per cent of the volume of magazines belongs to the publications of private and cooperative banks, of store chains and of customer magazines of various enterprises. This type of periodicals are reminiscent of commercial general readership magazines both in their outlook and their content. MOre than a half of the volume of magazines intended for customer service belong to the category of organizationally controlled press, mainly representing different cooperatives.

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[1] There is presently a study being made, by Perähuhta et al. in the University of Tampere, on the number of Finnish magazines. The basic criteria for this study have been that the magazine is published at least four times a year and that it is publicly available. Included are personnel magazines, excluded are for instance time tables and publications intended for advertising only. The number of magazines published in Finland in 1974 - counted according to the criteria above - is 1869, of which 160 are magazines for general readership. - The number of magazines, 1102, used in this work does not include personnel magazines and neither does it include some 500 magazines either, of organizations or for customer service, with a very small circulation, which in principle are available for subscription by anyone but which are not generally sold in newsstands.

The rest of the volume of magazines, 45 per cent, includes the greatest number and variety of publications. Magazines of trade unions, of students' associations, hobby and professional publications, religious magazines, scientific and artistic periodicals of different organizations, etc., all are included here. All publications of this group are called organizational magazines, and mainly they are organizationally controlled, with a purpose of acting as a messenger between an organization and its members. The biggest group among the organizational magazines is that of trade union publications, with a total circulation of 1.1 million. (VPKM I, p. 32)

The share of parliamentary magazines is minimal. This category includes publications of some central state administration agencies and the information bulletins and customery service magazines of the state controlled Post Bank, as well as some publications including official notices and statistics.

Direct subsidies of the state to magazines are channeled through publishing organizations that receive the subsidies. Also here the category of indirect subsidies is noticeably larger than that of direct subsidies. Magazines - mainly commercial publications for general readership - have received in the early 1970's some 35 million Fmk annually as state aid in the form of reduced postal rates. (Nordenstreng 1974, p. 36)

Distribution of press

Most of Finnish newspapers and magazines are circulated through subscriptions. Only about three per cent of newspapers are sold as single copies in the ...ers newsstands. 50 per cent of newspapers are distributed by the newspaper companies themselves, the rest is transported by post. (Percentual shares are taken out of the volume of press).

Of the general readership magazines about 1/3 are sold in newsstands. Other magazines are almost totally circulated on subscription basis.

2.3. Literature

There is no pre-publication censorship of literature or press in Finland. After publication the distribution of a book can be forbidden on the basis of legislation on freedom to print.

First printing presses started operating in Finland only in the middle of the 17th century. There was no professional book publishing in Finland before 1770's, after which the number of printing-plants grew fast. (Minkkinen et. al.) Less than ten per cent of books published before the year 1800 were written in Finnish, most books were published in Swedish. The main reason for the small share of books in Finnish was the low literacy rate. Strong rise of nationalism in 1850's had its effect also on book publishing. Towards the end of the 19th century the share of books in Finnish grew larger than the share of books in Swedish. The number of titles published annually was also growing fast reaching the point of a thousand titles per year at the turn of the century. (Lappi, 29)

Most of the present-day leading publishers and bookstores were started in the latter half of the 19th century.

Book production grew modestly in the first two decades of independence. A production of 2 000 titles and nine million copies was reached only after World War II. Apart from small variations there has been a steady growth in the postwar period, in the production of both titles and copies. In the beginning of 1970's some 4 000 titles and 20 million copies were produced annually.

New publishing houses were started in the latter half of 1940's but only few of them have survived. The number of bookstores has been growing steadily during independence until 1970's when the bookstores lost their privileged position of bookselling and their number started getting smaller.

Presently there are some 200-300 professional publishers in Finland. Most of these are quite small. Three biggest publishers produce about 40 per cent of titles and in the production of text-books the three big have a virtual monopoly. (Es kola & Eskola, p. 36) All bigger publishing houses, excluding two, are joint-stock companies owned by private persons.

The breaking-up of the cartel position of bookstores and their loss of privileged sales rights of books led not only to a smaller number of bookstores but also to a greater number and variety of retail outlets for books. Cheap newsstand literature was distributed since 1960's by Pauta-tiekirjakauppa in its newsstands. In 1970 there were altogether 490 of these "R-newsstands" while the number of bookstores, including branches, was 754. The greatest change to the old system of book distribution has, however, been brought about by the coming of book clubs that distribute books through direct mail service. Activities of book clubs have grown fast since their start in the early 1970's and the annual book sales through clubs amount to some 5 per cent (year 1974) of the total annual book sales. Of the three active book clubs in Finland two act in close contact with publishing houses. The third book club, Ex Libris, belongs to a Swiss multinational postal sales company. (Minkkinen et. al.)

All the above mentioned book publishing and distributing activities are under commercial control. Three of the Finnish publishers whose market share is some ten per cent of the total market can be considered to be under organizational control. Despite the organizational control these publishing houses are run quite like the commercial publishing companies. Under parliamentary control there are the publishing activities of the state. Valtion Painatuskeskus, central printing plant of the state, was founded in 1967 to take care of the printing needs of state administration. The central printing plant handles 70 per cent of state printing tasks and the rest is taken care of by smaller printing plants acting in connection with state establishments.

Library service

Before the start of public libraries there were in the 19th century such reading clubs and libraries where books could be lent for a payment. Public libraries were started in 1850's and 1860's along with the rise of nationalism. Especially after the World War II the importance of libraries as a distribution channel of books has grown fast. In 1973 there were 2 550 libraries in Finland with close to 14 million books that were lent approximately 39 million times. The number of book lenders in 1973 was 1.3 million.

The state started taking an active part in the development of libraries only in 1920's. Nowadays the national adiministration of library establishment is directed by the library office acting in connection with national school administration.

2.4. Motion Picture

All motion pictures to be presented in Finland must first pass through the State Film Censor's office, Valtion Elokuvatarkastamo. For films there is thus a pre-presentation censorship.

Motion pictures first came to Finland exactly half a year after their world premiere and national production was started in the first decade of the 20th century. The first big rise in the Finnish film production came at the end of 1930's, still a period of silent films. Highest national production figures were reached in the middle of 1950's. In 1955 the production came up to 31 feature films. This production peak was, however, followed by a crash and depression of national film production, mainly caused by the coming of television to Finland. In 1960's and '70's the average production figures have stayed at about ten films a year. In 1974 the production came almost to a halt, only two Finnish feature films were completed that year.

Network of motion picture theaters started growing already before World War I. The number of cinemas grew steadily until 1950's being over 600 in 1958. After that the number of cinemas has been steadily going down settling in 1970's to a little over 300 cinemas. The first notable chain of cinemas in Finland was formed in 1918. Presently there are three big chains of cinemas, the share of which of the total turnover of cinemas was some 42 per cent in 1972.

Agencies dealing with the importation and distribution of motion pictures started also developing early in this century. It is typical for these agencies that they are heavily dependent - directly or indirectly - on

motion picture materials distributed by U.S. motion picture industry. The share of films imported for instance from socialist countries in 1972 was six per cent of the first nights. The share of film agencies that are in foreign possession was estimated at 47 per cent in 1972, while the domestic agencies covered 53 per cent of the market.

There have been two quantitative depressions in the distribution of films. First of these occurred in the beginning of 1930's and a second depression lasted through the war years 1939-44. Importation of films was also down in the early 1930's. After the war there was a heavy rise in the importation. The peak of importation, some 400 annually imported films, was reached in the middle of 1950's. The importation stayed on this level until the early 1960's. After that the number of imported films has been going down settling to about 250 annually imported films in the beginning of 1970's. Television has became an important channel of film distribution. Finnish viewers can see annually more than 200 feature films. The share of feature films of the total annual programme time is about ten per cent.

Television brought about changes in motion picture economy and changed also the concentration level of film production. In the five-year period 1955-59 three leading film producers made 80 per cent of feature films, while in 1965-69 the share of the three biggest producers was 40 per cent of the first nights. Presently the level of concentration is even lower than that, but the concentration of cinema chains has also effects on the films that will be taken into national production.

Finnish government started taking an active part in cultural politics in the beginning of 1960's. The state film policy developed into a two-way system of advancing and subsidizing the national film culture. Ministry of education along with three film business organizations formed in 1969 the Finnish Film Foundation. The foundation get its income through sales of tickets to cinemas; five per cent of ticket incomes is transferred to the foundation. On the other hand Finnish national film culture is advanced through a subsidy system organized by central cultural administration of the state. The committee of camera art, acting under supervision of the ministry of education grants advance subsidies for film production and also grants scholarship to artists and gives statements on other state subsidies and project grants.

Other establishements active in Finnish film culture are the movement of film clubs started in 1950's and the Finnish Film Archives that was founded in 1962 to preserve old films.

2.5. Sound and video recordings

Finnish sound record industry has been relatively modest compared with other industrialized countries. First records were made in 1920's and their sales rose soon to a million a year. The economic depression and the second World War caused a slackening in record market. The annual sales of a million records were reached again only in 1960's. In 1970's the sales of records and cassettes are growing at a speed of 100 per cent a year after cheap equipment for sound reproduction came into market. (Nordenstreng 1973, p. 43)

Finnish record and cassette market is dominated by five big record companies. Their share of market is about 80 per cent. Four of these companies are fully domestic representing also foreign producers. In addition there are some small record companies which produce also non-commercial music. Religious and ideological organizations also produce some sound recordings. The sales of sound cassettes have been going heavily up in the last few years at the same time as new hi-fi class cassette players, with the same qualities as records and record players, have come into market in addition to the lower class cheap equipment.

There are only two plants in Finland that press records. This is why some of Finnish music has continually been recorded abroad, mainly in Sweden. Cassettes are made in several places due to their cheap and easy manufacturing.

Records and cassettes are sold, in addition to specialized stores, also in department stores, service stations, etc., and they are available all over the country. Record clubs sell some ten per cent of all records and cassettes.

A typical feature for Finland is the great number of juke-boxes. There are some 3 000 juke-boxes and annually their records are played about 50 million times. (Minkkinen et. al. 68) Raha-automaattiyhdistys, which is the main proprietor of juke-boxes, is also the biggest single record buyer along with the FBC. The FBC buys annually some 6 500 records, having in its archives a total of more than 150 000 records. About 7 000 hours of music is broadcast annually on radio. (Oy Yleisradio p. 44)

The sales of visual recordings is only beginning in Finland. Altogether the sales of video cassettes, video tapes and video records are quite minimal. Video reproduction equipment, some 1 400 of them, are used mainly by various enterprises and organizations in training their personnel.

EXPLORING MASS COMMUNICATIONS IN FINLAND

1. Targets of the study: definition of media

1.1. Press

Finnish legislation considers as periodical publications, those printed publications which are published at least four times a year under a certain title.

All printed publications that this definition includes have not been considered in the statistics of this study. Included are only those publications which can be considered to be generally available for subscription or buying as single copies. The definition excludes: publications which are intended only for personnel of a company or organization, statistical reviews and other similar publications of state administration which are published irregularly and which cannot be subscribed to and also publications of magazine or newspaper type which have advertising of a commodity or an idea as their only content.

The definition of VPKM has been used in the statistical considerations of this study. According to VPKM newspapers are published, with the exception of possible seasonal interruption, a minimum of once a week; their content

is of general interest, and includes news material at least to such an extent that they cannot be considered restricted publications serving some particular interest group or circle alone on the one hand, or as offering mere entertainment on the other. (VPKM I, p. 1) Five local papers published less than once a week are, however, included.

Other press publications are included as magazines. Classification of ownership is made according to the type of the publisher: 1) joint-stock or other type of commercial company or private person, 2) association or organization, 3) government body.

1.2. Literature

By the term "book" we mean a non-periodical publication, which according to the definition of UNESCO has 49 or more pages. Non-periodical publications of 5-48 pages are pamphlets. Due to the definition many of the children's books belong to the category of pamphlets.

The term literature is used here to cover all literature that fits the above criteria of book.

In its broadest sense literature means all oral or written communication: oral tradition, art books, text-books, non-fiction, newspapers, magazines, radio drama, lyrics of popular music, etc. In its narrowest sense literature means only fictional works, imaginative stories of events and feelings. The most common division of literature uses only two categories: that of fiction and non-fiction. (Lappi, 37)

1.3. Motion picture

All definitions presented here are based on the first report of the Government Committee on motion picture policy. (Helsinki 1973)

Motion picture means a series of pictures made on film material to be projected into moving pictures. This definition has been the basis of motion picture policy of government cultural administration.

According to a broader definition motion picture means any recording the content of which can be technically reproduced as moving pictures. This broader definition would include video tapes, cassettes and records. This type of audiovisual material is not, however, dealt with in the context of motion pictures.

The statistics on motion picture include both long and short, 35 and 16 mm films, either produced in Finland or imported here. Short advertising films are considered in their own group.

Long films: duration 1-4 hours, generally fictional films intended for theatrical distribution, length in meters for 35 mm films 1 620 - 5 280 m, for 16 mm films 660 - 2 640 m.

Short films: duration 5-59 minutes, generally made for the use by industry, commerce and public administration and often especially ordered by the users. Advertising films lasting longer than five minutes belong into this category. Also the so-called free film is included in this category.

Short advertising films: duration less than five minutes, mainly films intended for advertising use in commercial breaks on television.

2. Production and preconditions for mass communications: background for the statistical tables

The tables to be presented can be divided into three subject categories: economic preconditions for mass communications (production and consumption); other preconditions (production, distribution and consumption); and the amount of supply.

The table on the economy of Finnish mass communications presents different media and their ownership. Total communication economy has been classified according to the main income sources, which are: advertising, license fees and sales incomes, subsidies plus a fourth category of other ways of financing. In addition to the production economy of mass communications the table presents economic costs of reception (prices of radios and televisions, license fees, etc.)

Other preconditions included in the tables are the questions of personnel in different media and under different control systems. (Personnel has been divided into two rough categories: editorial and others, because a more delicate classification seemed to be impossible to carry out). On the technical preconditions of distribution of broadcasting we have studied the number of transmitters, their power and regional and population coverage percentages. On the technical preconditions of the consumption of broadcasts we have studied the potentialities of reception of radio and television (number of sets etc.).

The quantities of communication supply are presented according to media and their ownership in the same table.

Table 6.a The supply of mass communications

	TOTAL	COMMERCIAL	ORGANIZAT.	PARLIAMENT
RADIO [1]				
-hours per year	20280	-	-	20280
TELEVISION [2]				
-hours per year	3638	782	-	2856
-of which colour	1171	388	-	783
NEWSPAPERS [3]				
-titles	292	250	42	-
-circulation	4.3×10^6	3.7×10^6	0.6×10^6	-
-volume	850×10^6	746×10^6	103×10^6	-
MAGAZINES [4]				
-titles	1102	240	801	61
-circulation	18.2×10^6	9×10^6	9.2×10^6	1×10^6
-volume	380×10^6	150×10^6	230×10^6	10×10^6
ALL PERIODICALS [5]				
-total volume	1230×10^6	896×10^6	333×10^6	10×10^6
-plus from abroad	6×10^6	6×10^6	-	-
LITERATURE [6]				
-all titles	4522	3872	..	650
-of which 1st editions	2601	1951	..	650
-translations	931	..	..	-
-volume (copies)	25×10^6	23.7×10^6	-	1.3×10^6
FILM (long films) [7]				
-all titles	230	230	-	-
-of which domestic	6	6	-	-
-short films and advertising spots	286	281	-	5
TV-spots	1000	1000	-	-
RECORDINGS [8]				
-all titles	1500	1300	200	-
-of which domestic	558	504	54	-
-volume (copies)	2.6×10^6	2×10^6	0.6×10^6	-

1) Oy Yleisradio, p. 279 (1972-73)
2) Oy Yleisradio, p. 279 (1972-73)

3-5) Number indicates the total number of publications listed in the subscription price list of Rautakirja, subscription price list of the Post and Telegraph Administration and in the catalogue of material published by the State Printing Centre. Data on circulation and volumes are estimates. Circulation figures have been gained from 217 newspapers (67 % of the total number of newspapers) and from 317 magazines (28 % of the total number of magazine-titles). VPKM I-II have been used as a basis for estimating.

6) Statistical Yearbook of Finland, p. 356; Kujansivu 6.11. 1975; Liiketaloustieteellinen tutkimuslaitos (Research Institute of Business Economics); production statistics of books 1973; and the Statistical Yearbook of UNESCO 1973.

7) The first report of the committee on motion picture policy, p. 211; Statistical Yearbook of Finland 1973, p. 351; Committee on educational films; Anna-Maija Lummepuro, October 1975.
Note: Number of short films includes all those short films that passed the State Film Censor's Office, also included are some 150 advertising films intended for cinema distribution. Excluded are about 1000 short advertising films intended for TV-commercials, "TV-spots", which are checked by Mainos-TV,

8) Catalogue of Finnish records 1972

Table 6.b The supply of mass communication per 1000 inhabitants

circulation of newspapers	915
circulation of magazines	3875
copies of books	5319
copies of recordings	553

Table is based on the data presented in table 6.a on the circulation of newspapers and magazines and on the volume of the copies of books and records. All data in these tables is from 1972-74.

Table 1 Income categories of mass media in millions of Fmk

	TOTAL	COMMERCIAL	ORGANIZATIONAL	PARLIAMENTARY
broad-casting 1)	215	63	-	184
news-papers 2)	572	506	66	-
other periodicals 3)	216	145	51	20
literature 4)	220	140	25	55
film 5)	54	54	-	0
recordings 6)	64	63	1	-
TOTAL	1341	971	143	259

1) Data gained out of annual reports of the FBC and Mainos-TV from 1973. Economic data on radio and TV cannot be separated from each other due to the joint administration and economy. Total economy of broadcasting cannot be considered same as the budgets of the FBC and Mainos-TV summed up, because the compensation (32 mmk) paid by Mainos-TV to the FBC must be deducted from the total sum (1373 mmk) so that it would not be counted twice.

2-3) total income in a year = circulation and advertising income plus state subsidy (transport and tele-subsidy + parts of subsidies to political parties used to support press + subsidies of postal charges + freedom from sales tax)
- data for the income of newspapers proper gained from Suomen Sanomalehdistö 1974/12, for the income of local papers from VPKM II, the second report of the committe on communication policy
- data for the total income of magazines from VPKM II and from Suomen 1 500 suurinta yritystä
- figures from different years unified to the level of 1973 according to the wholesale index.

4) total income = sales income
- Minkkinen et al. p.164 (commercial), 1973
- Kujansivu 6.11.1975 (parliamentary), 1973
- parliamentary includes libraries and state printing centre

5) total income = income from ticket sales + public subsidy
Source Finnish Film Foundation, 1973

6) Total turnover in 1973. Source Radiokauppias-lehti

Table 1 b: Summary

	COMMERCIAL	PUBLIC
broadcasting	63	184
printed media	690	187
film, recordings	117	1
TOTAL	870	372

Table compiled from figures in table 1 a.
Public = organizational + parliamentary

Table 2: Sources of income in millions of Fmk

	TOTAL				COMMERCIAL				ORGANIZATIONAL				PARLIAMENTARY			
	advertising	sale	subsidy	others	advertising	sale	subsidy	others	advertising	sale	subsidy	others	advertising	sale	subsidy	others
broadcasting [1]	47	143	-	25	47	-	-	16	-	-	-	-	32	143	-	9
newspapers [2]	351	127	94	-	313	113	80	-	38	14	14	-	-	-	-	-
magazines [3]	32	108	76	-	30	89	26	-	2	19	30	-	-	-	20	-
literature [4]	-	170	50	-	-	140	-	-	-	25	-	-	-	5	50	-
film [5]	-	53	1	-	-	53	1	-	-	-	-	-	-	0	-	-
regordings [6]	-	64	-	-	-	63	-	-	-	1	-	-	-	-	-	-
total	430	665	221	25	390	458	107	16	40	59	44	-	32	148	70	9
total sum	1341				971				143				259			

1) Annual reports of the FBC and Mainos-TV 1973. Others income from capital interest, real estate, etc. Advertising income under parliamentary control=compensation for programme time paid by Mainos-TV to FBC.
2) ratio of circulation income and advertising income VPKM I, p. 54.
3) division of the income of commercial magazines VPKM II, p.7; income division of other magazines from the report of the committee on opinion press. Figures unified to the level of 1973 according to the wholesale index.
2-3) Subsidy: Nordenstreng 1974, pp. 36-39. Direct state subsidy for newspapers was 1973 10 millions Fmk and for magazines a little less. For parliamentary press the sum is annual budget of the State printing center.
4) Minkkinen et. ali, p. 164 and Kujansivu 6.11.1975; data from 1973.
5) The first report of the committee on motion picture policy, p. 56, data from 1972.
6) Total turnover in 1973. Source:Radiokauppiaslehti.

Table 3: Personnel (1973)

	total		commercial		organization.		parliamentary	
	journalistis	others	journalists	others	journalists	others	journalists	others
broadcasting [1]	1475	3230	230	130	-	-	1245	3100
newspapers [2]	3000	10500	2600	..	400	..	-	-
magazines [3]	700	20300	400	..	300	..	0	0
literature [4]	200		200	..	-	..	0	0
film [5]	200	210	200	200	-	-	-	10
regordings [6]	-	100	-	100	-	-	-	-
total	5575	34340	3630	..	700	..	1245	3110
total sum	39925		..		..		4355	

1) Department of Long Range Planning of the FBC, Seija Piipponen, anwer to a questionaire 5.12.1975, and the annual report of Mainos-TV 1973.

2) Editors: report of the committee on journalist training, others: the federation of book workers.

3) The federation of book workers; Nordenstreng 1973; Teollisuustilasto 1974:15. Includes economical and administral personnel+ all printing workers except that in newspapers.

4) See sources 2-3 above; also State Printing Centre: Esko Kujansivu interview 6.11.1975.

5) Report of the committee on educational films; Anna-Maija Lummepuro interview in 1975 ; Soramäki 1975.

6) Nordenstreng 1973, p.25.

Table 4 : Facilities of broadcasting (1973)
Radio and TV transmitters: number and power

TELEVISION	number	kW
principal or major transmitters	44	5218
auxiliary transmitters	30	2
all transmitters	74	5220

All the transmitters in Finland are parliamentarily controlled.

RADIO	number	kW
long wave transmitters	2	210
medium wave -"-	11	259
short wave -"-	5	146
UHF -"-	80	1785
all transmitters	98	2400
of which for broadcasting abroad	5	146

Source:
Oy Yleisradio, p. 185.

Table 5. The coverage of radio and television transmitters (1973) %

		of population	of area
TV	Channel I	98	95
	Channel II	88	60
RADIO	First Programme	99	98
	Second Programme	92	88
	Swedish Programme [1]	40	20
	Regional Programme [2]	99	95

Source: coverage based on the data in Oy Yleisradio, pp. 184-199

1) Swedish network covers 100 % of Swedish speaking population.

2) Regional programmes have not a channel of their own but these programmes are broadcast at certain hours of the day through national networks.

Table 7 : The number, circulation and volume of newspapers

LANGUAGE AND FREQUENCY OF PUBLISHING	NUMBER			CIRCULATION (000)			VOLUME (000 000)		
	TOTAL	ORGANI-ZATIONAL	COMMER-CIAL	TOTAL	ORGANI-ZATIONAL	COMMER-CIAL	TOTAL	ORGANI-ZATIONAL	COMMER-CIAL
4 - 7 times a week									
Finnish	56	9	47	2004	203	1801	663.4	54.0	613.4
Swedish, Finnish/Swedish	7	-	7	133	-	133	38.4	-	38.4
All	63	9	54	2138	203	1934	706.8	54.0	651.8
2 - 3 times a week									
Finnish	62	13	49	549	328	221	76.7	45.7	31.0
Swedish, Finnish/Swedish	6	1	5	31	4	27	4.6	0.6	4.0
All	68	14	54	580	332	248	81.3	46.3	35.0
once a week									
Finnish	152	16	136	1521	49	1472	60.9	2.3	58.6
Swedish, Finnish/Swedish	4	1	3	16	3	13	0.7	0.1	0.6
All	164	17	139	1537	52	1485	61.6	2.4	59.2
less than once a week									
Finnish	5	2	3	9	3	6	0.5	0.1	0.4
all newspapers									
Finnish	275	40	235	4084	583	3501	806.5	103.1	703.4
Swedish, Finnish/Swedish	17	2	15	171	7	164	43.7	0.7	43.0
All	292	42	250	4255	590	3665	850.2	103.8	746.4
percentage of all newspapers	100%	14.4%	85.6%	100%	13.9%	86.1%	100%	12.1%	87.9%

Table 8 : The number of peridiocals

A: NUMBER OF PERIODICALS (other than newspapers) 1974
according to the language used and the frequency of publishing

frequency of publishing	PUBLIC								COMMERCIAL			
	organizational				parliamentary							
	F	F/S	S	O	F	F/S	S	O	F	F/S	S	O
over 2 a week	-	-	-	-	1	-	1	-	2	-	-	-
1 - 2 a week	21	2	6	-	5	2	-	-	19	-	-	-
13 - 40 a year	55	12	13	-	15	3	1	-	43	1	1	-
8 - 12 a year	254	21	30	7	11	6	2	1	144	-	4	1
5 - 7 a year	134	11	12	6	3	1	-	1	15	-	1	-
2 - 4 a year	174	8	21	14	3	1	2	-	9	-	-	-
total	638	54	82	27	39	13	6	2	232	1	6	1

B: NUMBER OF PERIODICALS (other than newspapers) 1974
according to the frequency of publishing

frequency of publishing	PUBLIC		COMMERCIAL	TOTAL
	organizational	parliamentary		
over 2 a week	-	3	2	5
1 - 2 a week	29	8	19	56
13-40 a year	80	19	45	144
8 - 12 a year	313	20	149	482
5 - 7 a year	162	5	16	183
2 - 4 a year	217	6	9	232
total	801	61	240	1102

-language: F = Finnish F/S = Finnish and Swedish
S = Swedish O = Other languages

- includes five periodicals published less than four times a year

Tables 7 and 8 calculated from the same sources as table 6 a.

3. Content

The structure of communication in Finland is comparable with that of other Western European countries. The geographic position of Finland and the role of active neutrality adopted in our national foreign policy have effected so that the amount of radio and television programmes and motion pictures imported from socialist countries is a little higher here than in Western European countries on the average.

Particularly the magazine-type of press brings out a great variety of ideas and opinions of different interest groups. But the bulk of magazines is, however, made up of commercial weeklies, the strongest element of magazine-type press.

According to a rough categorisation television programmes consist of: informational programmes, 28 %; cultural porgrammes, 19 %; entertainment, 27 %; programmes for special groups like children; 18 %. The last figure includes also regional programmes which are mainly news and current affairs programmes. The rest, six per cent, is evenly divided between advertising and educational programmes.

Domestic news and national politics cover half of the content of newspapers. 1/5 of newspaper content belongs to advertising and 1/10 to sports. For magazines it is difficult to make a classification of their content due to their great number and variety. According to a classification of magazine titles - excluding unclassified organization magazines - the greatest groups of magazines are: entertainment magazines, 14 % of the titles - 50 % of the

total circulation; religious magazines, 12 % of the titles; and technical publications, six per cent of the titles. The largest categories of books are: fiction, 20 %; linguistics, eight per cent; technology, six per cent; and religion also six per cent.

Most of the films presented in Finland are foreign. Thriller films are the largest single category. The most important sources of imported films are the U.S.A., Italy, France and Britain. The United States and Britain also dominate the market of foreign records sold in Finland.

3.1 Background for the statistical tables

There are not tables made on the content covering all media like the tables on the production and consumption since it is very hard to adjust the various elements together in one table. There are earlier statistics made only on the content of radio and television programmes and on the themes of foreign news in newspapers. Content analysis as such have been made in great numbers but usually they concentrate on a certain medium and/or a certain content category.

It would be possible to make subject categories on the content of material in radio, TV and newspapers. So far such extensive studies have not, however, been made. Neither is there yet a universal system of content analysis (though there is one system presently being developed in the University of Tampere, under the guidance of assistant professor Veikko Pietilä, which aims at universality of one system). Classifications of the content of radio and television on the one hand and classifications of the content of newspapers and magazines on the other hand are not thus made with similar criteria; of newspapers there is only study available, on the content one days papers.

Tables made according to subject categories are presented on all media included here. Book and magazine titles have been classified according to the model used in the statistical yearbook of UNESCO. Of sound recordings only domestic products are dealt with.

Classification made according to the origin of content (domestic/foreign) has been made on the content of as many media as possible. Instead the classificati classification according to the source of the content (journalist/expert/etc.) has not been possible to make on any medium.

It has not either been possible to make classifications based on the format of content material due to the lack of basic information. For example the yearbook of the FBC does not yet present a classification based unambigously on the format of programmes, there is, however, a new classification system being tested at the moment. Also there is a study made on this problem in the University of Tampere by Grönkvist - Ventelä, which deals with the amount of factual and fictional material in general readership magazines.

Table 9. Content: Country of origin %

		domestic	coproduction	West-Europe	East-Europe	U.S.A.	Scandinavia	others	foreign total	
BROADCASTING:	commercial	40	0	20	6	30	4	0	60	1)
	public	60	0	12	5	15	5	3	40	
NEWSPAPERS:	commercial	89	0	4	0	6	1	0	11	2)
	public	90	0	5	4	2	0	0	10	
LITERATURE	titles	80	..	..	..	..	5	..	20	3)
FILM	titles	3	0	45	6	37	7	2	97	4)
RECORDINGS	volume	40	..	..	..	..	..	..	60	5)

1) Figures estimated on the basis of programmes of 1973

2) Estimated. Data of magazines not available.

3) Calculated from data of the Statistical Yearbook of Finland 1973.
The 15 % not defined: 11 % of that from English and 4 % from other languages.

4) Calculated from data on the first nights in 1972, as presented in the first report of the committee on motion picture policy.

5) Estimated from sales figures of 1972. 90 % of foreign records come from the U.S.A. and Western Europe.

Table 10 : Content: radio and television

CONTENT CATEGORIES	PUBLIC RADIO			PUBLIC TV			COMMERCIAL TV	TV TOTAL	BROADCASTING TOTAL
	F	S	TOTAL	F	S	TOTAL			
INFORMATION									
news	461	408	869	190	110	300	-	300	1169
current program.	450	260	710	140	50	190	-	190	900
miscellaneous	1650	790	2640	340	70	410	70	480	3120
sportsnews	50	30	80	20	10	30	-	30	110
ADVERTISING									
commercial	-	-	-	-	-	-	100	100	100
non-commercial	310	320	630	..	..	..	..	..	630
EDUCATION									
schoolradio/tv	110	100	210	90	50	140	-	140	350
language courses	80	70	150	40	-	40	-	40	190
adult education	40	80	120	10	-	10	-	10	130
CULTURE									
theatre	190	50	240	20	20	40	50	90	330
miscellaneous	60	80	140	60	10	70	-	70	240
films	-	-	-	350	20	370	150	520	520
science	500	200	700	80	70	150	70	220	920
ENTERTAINMENT									
music	5570	1110	6880	..	..	..	..	..	6880
sports	180	190	370	290	..	290	-	290	660
other entertain.	280	250	530	140	30	170	70	240	770
series	-	-	-	350	-	350	300	650	650
SPECIALITIES									
special languag.	..	..	..	..	..	..	-	..	..
children/youth	340	190	530	160	40	200	-	200	730
religious	250	150	400	20	10	30	-	30	430
other specialit.	325	-	325	10	-	10	20	30	355
local programm.	1750	590	2340	40	-	40	-	40	2380

Calculated from Oy Yleisradio
pp. 249-264

F= Finnish programmes
S= Swedish programmes

Table 11. Content: Newspapers %

	national affairs	foreign affairs	politics	feature	sports	advertising
commercial newspapers	35	6	5	5	11	35
organizational newspapers	40	8	11	4	10	28
total	38	7	8	5	10	32

1) political and social opinion (editorials, columns, caricatures, etc.), political articles, discussion, readers letters, etc.

2) mainly entertaining meaning: cooking-, hobby- etc. instructions, personal interviews and art criticism.

3) advertisements, papers' own announcements, daily information (weather etc.) and comics.

Source: Möttönen, p. 24

Table 12: Number of magazines according to the main-subject

	TOTAL	PUBLIC				COMMERCIAL	
		ORGANIZATIONAL		PARLIAMENTARY			
		A	B	A	B	A	B
1. Generalities	169	14	24	-	3	108	20
2. Philosophy, Psychology	9	2	7	-	-	-	-
3. Religion	137	56	67	-	-	12	2
4. Sociology, Statistics	18	-	2	15	3	-	-
5. Pol. science	8	1	3	-	3	-	-
6. Law, Publ.admin., Welfare, Soc.relief	29	4	13	4	5	-	3
7. Military	25	1	22	-	-	1	1
8. Education	31	5	25	-	1	-	-
9. Trade, Business	49	3	24	9	2	4	7
10. Ethnology	19	2	17	-	-	-	-
11. Linquistics	2	-	2	-	-	-	-
12. Mathematics	1	-	1	-	-	-	-
13. Natural sciences	22	1	20	1	-	-	-
14. Medical sciences	45	7	34	2	-	2	-
15. Technology, Industry, Traffic	77	5	47	1	-	9	15
16. Agriculture	61	11	44	2	1	2	1
16.1 Hunting and Fishing	12	-	11	-	-	1	-
17. Domestic science	12	-	4	-	-	6	2
18. Business management	5	-	3	-	-	1	1
19. Art	23	1	19	-	-	3	-
20. Sports	43	13	21	-	-	7	2
21. Literature, Politics	49	6	34	1	3	2	3
22. Geography, Travel	7	-	6	-	1	-	-
23. History	4	-	3	-	-	1	-
24. Not classified	239	57	158	3	1	1	19
TOTAL	1102	189	612	38	23	163	77
A = 12 or more/year	1102	801		61		240	
B = less than 12/ year	1102	862				240	

Table 13: Number of magazines in some specified subject/object groups

	ORGANIZAT.		PARLIAM.		COMMERC.		TOTAL
	A	B	A	B	A	B	A+B
1.GENERALITIES:total	14	24	-	3	108	20	169
1.1.1 popular magazines	-	3	-	-	11	-	14
1.1.2 customer service	6	6	-	3	2	9	26
1.2 for women	3	1	-	-	7	1	12
1.3 for men	-	-	-	-	8	-	8
1.4 comics 1)	-	-	-	-	27	6	33
1.5 fiction 1)	-	-	-	-	28	1	29
1.6 for children	4	14	-	-	3	3	24
1.7 cross words puzzle pap.	-	-	-	-	22	1	23
3.RELIGIOUS:total	56	67	-	-	12	2	137
3.1 general	46	53	-	-	9	2	110
3.2 for children	9	8	-	-	3	-	20
3.3 parish organs	1	6	-	-	-	-	7
19.ART:total	1	20	-	-	3	-	24
19.1 architecture	-	3	-	-	-	-	3
19.2 painting	-	2	-	-	-	-	2
19.3 photography	-	5	-	-	-	-	5
19.4 music	1	9	-	-	-	-	10
19.5 theatre	-	-	-	-	1	-	1
19.6 radio and TV	-	1	-	-	2	-	3

1) Publications contents of which consist of romantic or adventure stories; no pictures.

Source: as in table 12

Table 13 : Circulation of magazines according to main subject (1000); estimated

	total	public	commercial
1. generalities	9 000	2 000	7 000
2. philosophy psychology	18	18	-
3. religion	570	440	130
4. sociology statistics	8	8	-
5. pol. science	14	14	-
6. law,publ.admin. welfare,soc.relief	71	15	6
7. military	190	130	60
8. education	130	130	-
9. trade, business	1 090	640	450
10. ethnology	40	40	-
11. linquistics	0	0	0
12. mathematics	0	-	0
13. natural sciences	40	40	-
14. medical sciences	160	90	70
15. technology,industry, traffic	1 620	1 200	420
16. agriculture	960	840	120
16.1 hunting,fishing			
17. domestic science	485	35	420
18. business management	16	10	6
19. art	160	40	120
20. sports	390	290	100
21. literature,politics	200	180	20
22. geography,travel	20	20	-
23. history	20	10	10
24. not classified	3 050	3 000	50
total	18 200	9 200	9 000

Source: as in the table 12

Table 15.a : Content: Literature

	Finnish	Swedish	Other language	Total
General works	70	2	1	73
Philosophy, psychology	65	2	2	69
Religion	246	27	8	281
Sociology, statistics	69	6	4	79
Political science, political economy	213	19	14	246
Law, public administration	175	14	3	192
Military art and science	19	-	-	19
Education	150	10	6	166
Trade, transport	28	-	-	28
Ethnography, folklore	25	4	1	30
Philology	109	28	230	367
Mathematics	151	15	5	171
Natural sciences	163	16	56	235
Medical sciences	104	3	74	181
Technology, industries	265	12	21	298
Agriculture, forestry	94	6	17	117
Domestic science	88	6	-	94
Business management techniques, transport and communic.	192	15	6	213
Architecture, fine arts	235	19	10	264
Games, sports	61	6	14	81
History of literature	12	8	5	25
Literature texts	919	59	2	980
Geography, travel	95	7	31	133
History	160	34	6	200
Total	3698	318	516	4522

Table [2] 15.b : Content: Literature

Text-books	733
Information	2564
Literature text	980
Books for children and young	245
Total	4522

Sources:
1) Statistical Yearbook of Finland 1973, p.356
2) Kääriäinen et. al.

Table 16 : Content: motion picture (titles 1973)

		domestic	scandinavia	west-europe	east-europe	U.S.A.	others	total	TOTAL
LONG FILM	social- and psychological drama	5	4	24	5	16	6	55	60
	thillers [1]	-	2	57	5	46	3	113	113
	comedies [2]	1	3	11	1	17	-	32	33
	sex films	-	5	11	-	1	-	17	17
	documentaries	-	1	1	-	5	-	7	7
	total	6	15	104	11	85	9	224	230
	SHORT FILMS AND ADVERTISING SPOTS [3]	286	.0	.0	0	0	.0	0	286
	TV-SPOTS	800	..	..	..	..	..	200	1000

1) includes crime-, agent-, adventure-, western- war- and horrorfilms

2) includes comedies, cartoons and musicals

3) the specific data on short films is not available

Sources:
- long films: First report of the committee on motior picture policy
- short films: Statistical Yearbook of Finland 1973, p. 351
- spots: Mainosuutiset 1973

Table 17 : Content: recordings, domestic production (titles 1972)

	singles	extented play	long play	total
classic music	4	5	17	26
jazz-music	-	-	5	5
popular music	184	31	150	365
music for children	3	4	18	25
religious music	9	16	27	52
traditional music	5	5	21	31
others	5	-	49	54
total	210	61	287	558

Source: Catalogue of Finnish records has been used in compiling content categories according to record titles

4. Consumption

Mass media are an important part in the everyday life of Finnish people. Radio reaches daily 79 per cent of the population - in the course of a whole week only seven per cent of the population is not reached by radio broadcasting at all; television is watched daily by 76 per cent of the population - only six per cent of the population does not watch television at all within the time of one week; 99 per cent of Finnish people read regularly at least one newspaper and 80 per cent read one magazine. Other media have smaller attendances, but all in all the average Finn spends one third of the time he is awake in the company of mass media. (Haapasalo, pp. 1-3 and Littunen - Sinkko, pp. 13-43)

Although the audience coverage percentage of the press is higher than that of the electronic media, radio and especially television have reached a dominant position among media. This is proved by studies according to which television has a status of growing importance also as a news medium. (Haapasalo, pp. 3-4) Extensive studies on the consumption of mass communication were started, mainly by the FBC and Mainos-TV, along with the strong development of TV in 1960's.

Studies on communication consumption have concentrated on the use of time in different groups of population. The use of time has been classified according to media and different times of a day and a week. Studies have also been made on the evaluation of different media and on the changing of media habits. Some studies have been made on the effects of the growth in communication supply on the activities of people (changes in leisure activities etc.). Research has been made also on the attitudes of people to mass media and their functions.

4.1. Background for the tables

In this chapter on the consumption of mass communication population has been divided into seven categories. This classification according to profession is: 1) manual workers (in tables "manual"), 2) blue-collar workers employed by business or in service professions ("blue"), 3) white-collar workers and executives ("white"), 4) farmers ("farmers"), 5) housewives ("housewives"), 6) retired ("retired"), 7) school-age children and students ("young").

Tables on the consumption of radio and television are based on a programme poll made by the FBC in the fall of 1973.

Audiences of the programmes of the FBC and Mainos-TV have not been separated from each other so they are presented together in categories on television. Actually it would not be good to separate these programmes since they are broadcast along the same channels and since viewers are not able - according to studies - to tell clearly the difference between the programmes of these two companies.

Tables on the consumption of the press are based on the same study by the FBC as the tables on radio and television. These data have partly been combined and condensed for the purpose of these tables. The tables deal with the time used in the reading of newspapers, with their regular reading and with the differences in the reading of commercial and other papers among different groups of population. Of magazines we have studies the number of magazines read regularly.

Of motion pictures the tables present the frequency of cinema attendance on six levels: 1) hardly ever, 2) less than once a year, 3) at least once a year, 4) at least once every half year, 5) at least once a month, 6) twice a month or more often.

The consumption of literature has veen researched in several readership studies. The tables present the number of books read within a month in different groups of population and also the percentage division of books in different content categories.

Sound recordings are a typical sub-culture the consumotion of which is concentrated to certain groups of population. Considering the whole population the consumption of sound recordings is only a few second per person daily, although people actually listen much more to music especially on radio.

Table 18 : The possibilities of communication reception (1973)

	in absolute figures	per 1000 inhabitants
radio		
- number of liceses 1)	1 943 595	400
- estimated number of sets	2 080 000	452
television 2)		
- number of licenses	1 223 901 (65 216)	255
- estimated number of sets	1 350 000	300
motion picture 3)		
- number of cinema seats	94 457	20
- number of cinemas	311	0
literature		
- number of libraries 4)	2 550	0
- books in libraries	13 642 000	2 092
- number of book-shops	1 200	0
recordings 5)		
- number of record-players	300 000	70
- number of tape-recorders	300 000	70
- number of video tape-record.	1 400	0

Sources:
1) Oy Yleisradio, p. 281

2) Oy Yleisradio, p. 281 , (number of colour TV liceses)

3) Elokuvakalenteri 1973

4) Eskola-Eskola, p. 49 and Statistical Yearbook of Finland 1973, p. 355

Table 19: Consumer prices (1973)

	the price of license fee or subscription	the price of receiver or player	the price of a copy or ticket	money spent annually and per household 3)
radio 1)	30	200-800	-	78 4)
television 1)	100-220	900-3000	-	153 4)
newspapers				
- public	53	-	0,7	
- commercial	73	-	1	110
magazines				
-public	45	-	2,5	109
-commercial		-		
motion picture 2)	-	-	4,7	36
literature	-	-	15	110
recordings				
- single	-		10	
- long play	-	200-1000	25	23
- cassette	-		25	
- video	-	4000	..	
			total	669

Sources and notes:

1) The radio license fee (30) Fmk) is included in the television fee. The television fee is 100 Fmk within reach of TV-1 only and 120 Fmk within reach of both TV-1 and TV-2. An additional licese fee for colour TV is 100 Fmk.

2) Elokuvakalenteri 1973

3) Kotitaloustiedustelu 1973

4) Both licese fees and buying radio and TV-sets

Table 20: Consumption of different media

Time spent per day and per inhabitant:

radio	1 h 49 min
TV	1 h 46 min
newspapers	44 min
magazines [1]	21 min
total	4 h 40 min

Books read per year and per inhabitant: 3-4

Cinema attendance per year and per inhabitant: 2,3

Notes:

- Daily consumption of radio, TV and newspapers calculated from data of following tables
- number of books: Leppi, p. 52
- cinema attendance calculated by dividing the total cinema attendance of 1973 by the number of Finnish inhabitants (10,9/4,7)

1) Minkkinen et. al., p. 302

Table 21 a : Consumption of radio and TV; measured of the total audiences of the media (time per day)

	radio	television	total
manual	1 h 36 min	1 h 45 min	3 h 21 min
blue	1 h 43 min	1 h 42 min	3 h 25 min
white	1 h 8 min	1 h 28 min	2 h 36 min
farmers	2 h 15 min	1 h 43 min	3 h 58 min
housewives	2 h 47 min	2 h 22 min	5 h 9 min
retired	2 h 32 min	2 h 11 min	4 h 43 min
young	1 h 20 min	1 h 31 min	2 h 51 min
total	1 h 49 min	1 h 46 min	3 h 35 min

Source: Haapasalo & Kytömäki, p. 4 and p. 14

Table 21 b : Consumption of radio and TV; measured of those actually reached by the media (time per day)

	radio	television	total
manual	2 h 3 min	2 h 12 min	4 h 15 min
blue	2 h 13 min	2 h 15 min	4 h 28 min
white	1 h 35 min	1 h 54 min	3 h 29 min
farmers	2 h 35 min	2 h 16 min	4 h 51 min
housewives	3 h 10 min	2 h 48 min	5 h 58 min
retired	2 h 54 min	2 h 50 min	5 h 44 min
young	1 h 53 min	2 h 0 min	3 h 53 min
total	2 h 18 min	2 h 17 min	4 h 35 min

Source: Haapasalo-Kytömäki, appendixes 11, 12, 24 and 25

Table 22 : Consumption of newspapers and magazines (reading time per day)

	commercial newspapers	other newspapers	total
manual	37 min	6 min	43 min
blue	34 min	2 min	37 min
white	55 min	4 min	59 min
farmers	46 min	3 min	49 min
housewives	38 min	4 min	42 min
retired	57 min	7 min	64 min
young	25 min	2 min	27 min
total	40 min	4 min	44 min

Source: Haapasalo, p. 10, from which time estimated according to the type of control

Table 23 : People reading regulary newspapers daily %

	number of newspapers			
	none	1	2 - 3	4 or more
manual	1	39	56	3
blue	1	33	61	4
white	0	15	76	8
farmers	0	12	75	13
housewives	1	28	69	1
retired	1	39	55	5
young	1	38	59	2
total	0.7	32	63	5.3

Source: Haapasalo, p. 9

Table 24 : People reading regulary magazines %

	none	1	2	3	4	5 or more
manual	21	28	24	15	6	5
blue	13	28	27	14	11	7
white	18	19	21	21	15	7
farmers	17	26	24	14	11	8
housewives	19	15	27	17	12	10
retired	28	20	24	14	8	6
young	15	29	29	19	5	4
total	19	22	25	17	10	7

Source: Haapasalo, p. 11

Table 25 a : Books read during the last month in various groups of population

(%)

	none	1	2	3	4	5 -
manual	64	16	7	3	2	8
blue	55	15	9	6	6	9
white	29	21	13	12	7	18
farmers	71	17	4	3	1	5
housewives	55	19	10	6	1	9
retired	61	12	9	7	4	7
young	35	20	12	10	3	20
total	53	17	9	7	3	11

Source: Haapasalo, p. 8

Table 26 b : Books read according to the profession and type of books (%)

	all ent.	mainly ent.	half ent	mainly inform.	all inform.	no data
manual	65	1	-	2	12	20
blue	53	5	3	1	12	26
white	58	6	2	2	4	27
farmers	70	-	2	-	15	13
housewives	69	-	-	-	9	23
retired	54	5	5	2	17	17
young [1)]	68	4	-	1	3	23
total	62	3	2	1	10	21

Source: Haapasalo, p.8

1) text-books not included

Table 27: Cinema attendance

	hardly ever	less than once a year	at least once a year	at least once a 1/2 year	at least once a month	twice or more a month
manual	28	19	15	21	8	10
blue	21	24	14	28	10	4
white	18	21	14	32	11	4
farmers	59	22	8	7	3	1
housewives	36	21	21	16	4	1
retired	69	18	7	1	3	3
young	21	4	11	29	22	14
total	36	18	13	19	9	5

Source: Artell et. al., p. 39

SUGGESTIONS FOR MAKING INTERNATIONAL COMMUNICATION STATISTICS

1. Structure

Statistics on culture and communication are presently scattered and vague in Finland as well as in other countries. Data on communication is gathered and compiled into statistics by different media enterprises and also by some government establishments - each making their statistics according to own specific interests. A unified and universal system in the making of communication statistics has not yet been reached - nor has there been any serious attempt towards accomplishing it.

The following suggestions deal with the experiences that the study group of this work gained in the compilation of Finnish national communication statistics and in the attempt to make these statistics internationally comparable. Those problems are dealt first that came up in the making of a theoretical framework, presented here are also the suggestions for making a theoretical model. Hereafter we present our experience in the gathering of data on the production, content and consumption of mass communication.

The presentation of "total" communication statistics of Finland is based on the suggestions of the expert panel of UNESCO. The suggestions of the panel are not necessarily the best possible guidelines for getting statistics with wide coverage, relevance, comparability, accessability and repeatibility - although all of these factors are basic preconditions of a work like this. Coverage means that the data to be gathered will be just those that indicate the essential information on each medium. Demand of relevance means getting just the important data and not for instance data that are easy to get or that are

chosen according to the criteria of an interest group. According to the criterion of comparability the data must be equally abailable in industrialized and in developing countries. Accessibility and repeability determine the universal - not specific - character of data; specific and sophisticated data must be left out for further deeper and more detailed studies.

The basic criteria presented above have been used as main principles in the making of this work. It is understandable to demand a more delicate presentation of data for instance on content, but knowing the practical difficulties this type of presentation must be ommitted if the statistics are to be made repeatedly.

The first task of the study group was to work out such a framework that would give a full coverage of communication statistics and that would also aid the accomplishment of the whole work. The first idea for the framework was the adaption of the communicator-message-receiver pattern. On the other hand the panel of UNESCO wanted data to be gathered on production, distribution, content and consumption. Neither of these models excludes the other one, but both have practical defects that cause vaguness and overlapping, which will be returned to, later.

As the following task the study group went through the existing suggestions for the development of communication and cultural statistics. The most relevant findings for this work - in addition to the communicator-message-receiver pattern - were made in the suggestion of Danish Media-Forsk and in

the model of Statistical Central Office of Finland. The Danish model called, for too detailed and irrelevant data (as for example the number of authors, newsstands, etc.), so it did not seem to be a practical solution. The model presented by the Statistical Central Office of Finland (or more exactly by a committee on statistics) concentrates too much on the cultural statistics.

To reach a solution the study group produced a model of its own. This model could be called a model of communication preconditions - output - use. The study group decided on this model since it gives a chance to describe the overall preconditions for mass communication in a country. This model also removes the problems of production and distribution, that so easily come up, and it also removes the problem of communication economy, General preconditions for mass communication are: media economy, intellectual and technical resources and opportunities for communication consumption.

Making statistics on communication content turned out to be the most difficult task and therefore this part of the study groups suggestion for making international communication statistics has become much briefer than other earlier suggestions. The part of the work dealing with communication consumption has been made explicitly on the basis of Finnish experiences so it is possible that other countries will have different basis for their classification.

The main purpose of the model adopted by the study group is to differentiate clearly the three basic dimensions of communication from each other. The three dimensions are: production, distribution and consumption. Preconditions

of communication mean the resources for production, distribution and consumption. Communication content as well as the time used for communication consumption form their own category. Problems of content, consumption and preconditions for mass communication will be dealt with subsequently.

The task of the study group was to test in practice the suggestions of the panel of experts of UNESCO and also give its own comments for another presentation of communication statistics. The test made here in Finland is presented in the beginning of this work and the model for making internationally comparable statistics is presented at the end of the work.

2. Production and preconditions

Preconditions for mass communication mean in practice the studying of communication production, distribution and consumption. One of the basis for this work was to study those preconditions that are needed so that mass communication can reach the audience. Classification into different types of ownership categories has been a major method of studying these preconditions. Economic preconditions - that precede all the other ones - are studied first. Economic data on each medium has been calculated according to the incomes. With economy we mean mainly the so-called purchase or gross value. Economy of broadcasting is made up of license fees, of the compensations paid by Mainos-TV for the programme time and of other incomes. Economy of the press includes advertising income, subscription fees, sales incomes from the sale of single copies and state subsidy. Economy of literature is the same as the income received by publishers from sales of books plus the subsidy of the state and local authorities to the libraries. Economy of motion pictures includes income from ticket sales and state subsidy. Producers of sound recordings receive their income only through sales which mean thus the economy of sound recordings.

Production and distribution are the difficult points in studying the economy of mass communication. Since it would have been impossible to separate production and distribution in some media, in Finland, so these two dimensions are given combined in the economic data. Separation of production and distribution would have been impossible for instance in the case of the FBC (for instance direct live broadcasts) as well as in the case of the press (own delivery system by the largest newspapers). Also in literature economic data gets mixed in production and distribution (includes libraries). Economy of motion pictures includes both nationally produced and imported films so that total economy can be calculated only from the sales of tickets to all films. Economy of sound recordings includes the economy of record producers and importers.

In the compilation of economic data thorough and exact data was available on broadcasting and motion picture. Economy of the press had to be calculated partly, some of the data was gained from information gathered by the committee on communication policy. In many cases the data are, however, estimates, though probably rather reliable. There is not yet a detailed study on the total economy of the press in Finland.

There were difficulties also in the work on the economy of literature. There is no study made in Finland that would deal with the economic data of all publishers. Some estimates have been made and the data given in this work is based on them. Apparently these estimates are able to give a proper picture of the economy of publishing. Added to the economic data of publishing there is also the economy of libraries which together make up the total economy literature. Economy of sound recording has been calculated on the basis of sales figures. Total economy of sound recordings includes both record producers and importers.

The consumption economy of mass communication is made up of money spent by households in order to get mass communication within their reach. Consumption statistics of broadcasting include the prices of receivers and license fees, consumption statistics of press include subscription fees and prices of single copies, statistics of literature include average prices of books, statistics of motion pictures include the average prices of cinema tickets and consumption statistics of sound recordings include prices of record players, of cassette players and also prices of single and LP records and cassettes. For the consumption statistics further information was gained from a household poll, which was the source for the total amount of money spent by households annually on mass communication.

In the classification of personnel there are only two categories: editorial and others. Basic idea was to separate the work of the personnel into one category that includes the creative work and the other catugory that includes the technical and mechanical work. The category of "others" includes thus all the technical personnel, administration personnel,etc. Technical and administration personnel were impossible to separate from each other, so they were put in the same category. Especially difficult this separation would have been in the case of small production units where workers have various tasks.

There were difficulties in collecting data on the personnel of press and literature. The number of editors working in newspapers and megazines was easy to find out but it was too difficult to separate personnel working in printing plants for different media, since one plant can print newspapers, magazines and also books and advertising posters. A separate study would be needed to get a thorough and detailed picture of the structure of personnel employed in the field of mass communication.

The technical resources for consumtpion have mainly been compiled to one table, which includes the absolute number of TV and radio licenses and the proportionate number of receivers per one thousand inhabitants. Presented here are also estimates on the actual total number of receivers. Statistics on literature present the numver of books (copies) in libraries and the number of bookshops in absolute figures and per one thousand inhabitants. Statistics on the technical resources of motion picture consumption include the - absolute and proportionate - number of cinemas and their seating capacity. Presented in the same way are also the statistics on the number of record players, tape recorders, and video cassette players. Statistics on the technical resources of broadcasting consumption present also the number of radio and TV transmitters and their coverage percentages.

In the making of statistics on the technical resources of communication consumption there were no greater difficulties since all the data was available. This proves the general availability of quantitative data on mass communication in Finland.

The supply of mass communication has been compiled into one table. The supply means here both nationally produced material and material imported from abroad. Statistics on radio and TV supply include the amount of programme hours broadcast annually, on the press supply the number of titles, circulation and volume, which means the number of annual publication frequency multiplied by the number of total circulation. Statistics on the supply of literature include the number of titles, of which there are also the number of translations and the volume which means the number of copies printed annually. Of motion picture the supply statistics present the number of long

films imported and produced nationally, and the number of domestic short films and TV-spots. Statistics on the supply of sound recordings present the number of record titles, of which separately the number of domestic records and the colume which means the number of records sold in Finland in one year.

It was relatively simple to gather information on the supply of communication. During the work there was some discussion on whether the supply data should be given as production figures will be used. It would be in vain to separate production and sales from each other for in principle all that is produced for broadcasting is also supplied. With press there was also some hesiteting about the presentation of the supply. Number of subscription is well known but there are no certain figures on the sales of single copies but one must be satisfied with estimates and use the production figures as circulation. Also in literature the volume of supply means the number of books produced by publisher - not the number sold by booksellers - and in motion picture the supply means the annual number of first nights. The supply of sound recordings means the number of record titles and the volume the number of records sold annually in Finland.

3. Consumption

The main task in the presentation of consumption statistics was to find out how much the Finnish people spend of their daily time with mass media, how this total time is divided between different media and also what kinds of differences there are in consumption from one group of population to another.

If we think only of the quantitative description of communication consumption, we may say that it has been possible to carry out this task. The basic table on consumption presents the average amounts of consumption according to each

medium. There are no more detailed tables covering all media and neither has it been possible to make a classification according to the type of control (on this there are, however, some different estimates, for instance in committe reports).

As measures of consumption we have used generally accepted units which also are typical for each medium. For the main news media (radio, TV, newspapers and magazines, with some reservations) it seemed suitable to measure the consumption with time spent daily with each medium. For the consumption of the press it seemed also practical to study the number of titles of papers and magazines read regularly (either daily or almost every issue). The amount of time spent in reading books and viewing films is minimal - considering the whole population - so it is natural to study the number of books read and the number of films viewed within certain periods.

Differences in consumption between various groups of population have been studied by using a classification of seven categories, mainly to describe a profession of the type of work. Decision was made on this system of classification, since the material available mainly has followed a similar classification, and since it seems that this system gives a better coverage than one that would only include the categories of sex, age, education, marital status and place of residence. The chosen classification (Haapasalo, 1974) (presented in detail in chapter 4.1. Background for the tables) includes a kind of an age dimension since retired people and school-age children have their own categories. All in all we feel that this classification is able to give a picture of differences in the consumption of mass communication on different social levels.

When possible the consumption of "real audience" (meaning the parts of the population that have actually spent the time observed with a medium) has been separated from the consumption of "potential audience" or the total audience. Although the consumption figures that have been calculated using the total audience as the basis are somewhat theoretical, they can be interpreted for instance so that they give a picture of the social relevance and importance that mass communication has among the time spending of grown-up population. (Littunen - Sinkko, pp. 14-15)

COM/MD/20 presents that consumption would be classified according to the content of communication. We have not been able to meet this goal. Troubles here are actually reflections of the big problems that are still to be won before a practical content classification model is ready for use. Before the division of communication consumption can be closely studied in various content categories, there must be a relatively loose and universal classification model available.

Studying the concentration of consumption in various content categories is important especially since it gives a chance to make comparisons between different groups of population. Research results are pointing that the consumption of mass communication takes different forms depending on the social status. People in lower social groups with less education have a lower informational activity than the highly educated people; this may be the main reason that the latter group consumes more informational mass communication while the less educated concentrate mostly on the consumption of entertainment material. (e.g. Littunen - Sinkko, pp. 10-11, 168-171, 196-198)

Through the existing studies it is possible to see that a main trend in the consumption of communication content is the heavy concentration in the entertainment programmes and materials and along with entertainment also in news programmes and materials. Consumption of informational material is far behind the consumption of the so-called mass-culture. (Littunen - Sinkko, pp. 169-170)

As stated above, the starting point for statistics on communication content consumption must be a general classification model with loose categories including all media. As one model with development potential we can regard the three-category classification system used in "uses and gratifications research", including categories of orientating, entertaining and practical materials (e.g. V. Pietilä, 1974, and Littunen - Sinkko, pp. 58-65). Although this does not mean directly a study based on content categories, it is, however, possible to consider categories of this type equal to functional type of content categories (informational communication, teaching, entertainment and advertising). Using this type of classification the content of different media could be condensed into one "whole". In this work we have not even tried to use the type of study presented above.

In the research of uses and gratifications - where the results are based on the estimates that the people included make on "the extent to which they use each medium and for what purpose" - several findings have been made on the role of mass media: the roles of radio and TV conctrate mainly to the entertainment criteria of use and only partly to the orienteting criteria. Newspapers have most clearly a role of a "general medium".

Due to many methodological and other problems the fruitfulness of even this type of research is limited. It gives, however, some basic guidelines: concentration of communication consumption to various content categories must be studies so that it will be possible to get a general picture covering: a) the internal relations and proportions of content categories and b) possible variations between different groups of population. Only after this type of rough classification it will be possible to make more delicate classifications according to different media.

4. Content

The system of statistics used in this work on communication content is only very little similar to the ideas of the system presented in the appendix of COM/MD/20. This is not so much caused by difficulties in or lack of studying contents of messages communicated by media, rather the differences are due to the lack of generally accepted classification criteria.

Content analysis have long been used as an aid in various types of social scientific and linguistic studies, but only lately has the attention started to turn to studying the content of all the messages communicated by a medium during a whole year. This is proved by the work made by the Mass Communication Research Centre of the Hungarian Radio and Television for finding a classicication system that would be suitable for international use in classifying television programmes.

Most examples of content classification are just classifications of radio and TV programmes, since almost all radio and TV companies keep some kind of statistics on the programmes they have sent, and since there has been a lot of research of radio and TV programmes also starting from the needs of communication research itself. At the same research has met with the problems that as of yet are not overcome on the way to the making of a universal classification system.

The first problem is: which parts of the content of programmes are to be taken into statistics. For instance Walery Pisarek shows 11 criteria according to which different TV companies have made their statistics: 1) form, 2) subject-matter, 3) social function (intended), 4) degree of the TV devices involvement, 5) audience (intended), 6) language of communication, 7) territorial range, 8) communicator, 9) communicator's attitude towards reality, 10) artistic forms (fictionality) vs. journalistic forms (authenticity), 11) degree and type of conventionalization. (Proceedings..., p. 94). - This list does not yet include the country of origin of the programmes nor statistics describing some technical data (colour - black and white, first presentation - repetition, duration of the programme, production method).

Most - maybe all - statistics which describe the content of programmes broadcast by a radio or a TV company use categories that include several classification criteria. No single criterion by itself is able to give the necessary information on the content of mass communication, and on the other hand it would not be too practical and useful to describe entertainment and informational programmes in the same categories. A solution for classification of communication content must be in "elastically" made multi-level tables using three or four criteria. (For instance one suggestion made in Hungary has in one table on different levels categories on function, subject, target audience, and the way the programme is related to other programmes).

Another problem is finding the "right" categories for each classification criteria. Categories should also be easily applicable to different societies and communities on different levels.

Functions are already established: informational communication, teaching and advertising, although some versions present separately also culture and/or influencing on an emotional level (emotion, reflection, awareness). It must also be remembered that the "functionsof communication" usually are and can only be intended functions; the opinions of communicator and receiver vary a lot on the function of a message.

Classification according to subject category is not so established as the classification according to function, which is due to the diffent needs of researchers. After all, classification always means dividing reality into parts, and the more detailed a classification is the more controversial it is going to be and the smaller are the chances for a universal use of the classification. On the other hand it is difficult to define large categories; for instance "political programmes" are a lot larger category in the socialist countries than in the capitalist countries.-A unified system of subject categories can be principle made to cover radio and TV programmes, literature and press (for radio and TV programmes, newspapers and for at least bigger magazines it is possible to think of a classification according to headlines, for the whole field of literature and magazines classification according to tittles only).

Classifications used to separate different formats of communication vary from simple models including fact - fiction categories to systems with tens of sub-categories and typologies intended for one medium only. A universal classification system can only be one that describes the relation of the message to reality. Entertainment and cultural programmes of radio and TV can be better described with a detailed format classification than with subject categories; to the format classification of newspapers it is possible to add a classification of the authorship of the message, which is otherwise very difficult to carry out.

In this work we have attempted to present in one table data on different media. In the tables on content this has been possible only in one case (origin of content); neither have we been able to follow the principles stated above. About content this work just shows what kind of data is available on the content of mass communication presently in Finland.

The main categories in the table on the origin of content are domestic, foreign and co-production (the definition of co-production proved to be difficult, though there are some co-productions made in Finland, mainly for radio and TV). Categories were designed suitable for Finnish conditions, for instance so that one of the categories covers Scandinavia. The meaning of domestic production can only be found out after the production percentages are brought into relation with the consumption of each medium. The content of magazines is hard to study for their great number, although only a few of them have a wide readership; it might be best to limit the study to these magazines with large readerships and circulations. Of newspapers

we have been able to use only rough estimates, which, however, indicate the share of domestic material. There are difficulties in studying the news, articles and newsphotos in newspapers, since the material itself does not always give information on the origin; a translated or a little altered text can either be reported as foreign or self made; of news articles made from the material of several news agencies it is not possible to determine the domestic and foreign material, etc.

In this work there is only one table of statistics on the content on radio and TV programmes. This table is adjusted to the Finnish conditions and its categories are taken from the Statistical Yearbook of UNESCO, in subcategories there are some minor adjustments. The basic categories are made according to function (except for the last one: programmes intended for special audiences), the sub-categories, on the contrary, are not unified at all.

The content of newspapers is described by one trend-setting table of statistics (taken from the only study made in Finland suitable for this purpose, though there are several studies dealing with news alone). Magazines have been divided according to their titles under categories used in the Statistical Yearbook of UNESCO; mainly this is classification according to subject categories. The great number of unclassified magazines is made up of publications the main function of which is to act as a link between an organization and its members (house organs). If looked at more closely even these magazines could be included in other categories. - Magazines of entertainment, religious and art publications are further classified in detail for their large circulation or large cultural political interest.

Literature is classified according to the same criteria as magazines; statistics on motion pictures and sound recordings are made according to subject categories using a normal Finnish practice.

Compilation of classifications

A system of classification suitable for all mass media is presented on the next page. This system is built on the basis of several different classifications, mainly used by the Statistical Yearbook of UNESCO and some TV stations, and it has no theoretical frame of reference. The informational value of this kind of system is, at least, questionable, but it is interesting in showing concretely the different aspects of interest both in different media, and different functional categories of content. For instance it is rather unjust to use the same criteria concerning news and musical performances.

It is certain that a more complete - and complicated - system on the same basis than the present one can be compiled, but the result is inevitably quite artificial. It seems that the original intention of the authors of this inventory - to gather data of all mass media in one and the same table - can not easy be realized in regard to content (with the exception of the country of origin).

This model pays special attention to radio and TV, press and literature, but for some applicable parts also to motion pictures (those presented in cinemas and in television separated from each other) and records.

Classification — Different media

1 INFORMATION (literature: only 1.1 - 1.16)
1.1 news (domestic/foreign)
1.1.1 - 1.1.16 x)
1.2 commenting of actual news (broadcasting: discussion-documentary)
1.2.1 - 1.2.16 (the press : interview-article)
1.3 propagation of general knowledge (as above)
1.3.1 - 1.3.16
2 EDUCATION (eventually not needed for the press)
2.1 for schools
2.1.1 - 2.1.14
2.2 adult education
2.2.1 - 2.2.14
2.3 general (literature: encyclopedias)
3 CULTURE, ENTERTAINMENT
3.1 films/novels (radio: reading of novels)
3.1.1 sex, crime, adventures
3.1.2 comedy, family, love
3.1.3 cartoons, puppet, fairy tale (for children)
3.2 tv serials/short stories (radio: reading of...)
3.2.1 - 3.2.3 as above
3.3 theatre, poetry; tv, radio (critics of)
3.4 music (printed media: eventually no subcategories needed)
3.4.1 opera, operetta, ballet
3.4.2 serious music
3.4.3 light & dance music, jazz
3.4.4 popular music
3.4.5 folk music; tradition
3.5 variety shows; circus (not for printed media)
3.6 human interest, informational entertainment, personal interviews; stories of live (in literature)
3.7 contests, quizzes
3.8 magazine type arts & sciences; fine arts, sculpture etc
3.9 sport events
3.0 hobbies
4 SPECIAL AUDIENCES
4.1 special languages (eg. news in English)
4.2 children & youth (other than in 2.1, 3.1.1 and 3.2.3)
4.3 religion
4.4 local programmes and papers
4.4.1 news and commenting
4.4.2 education and culture
4.4.3 entertainment
4.5 others
5 ADVERTISING
5.1 commercial advertising
5.2 other

Classification according to the topic x)

1 philosophy, psychology, sociology, statistics
2 pol. science, law, publ. administration, welfare, social relief; unemployment, prices and salaries, energy problems etc
3 military matters, war, riots, diplomacy, (peace) negotiations
4 trade, business, economics, communications
5 ethnology, linguistics
6 nature, natural sciences, mathematics
7 medical sciences, medical care
8 technology, industry, building, traffic
9 agriculture, hunting and fishing (professional)
10 geography, travel
11 history
12 political speeches; opinions (eg. readers' letters)
13 political life, organizational activity
14 other sciences than above; sciences, arts, entertainment (not in

A SUGGESTION FOR THE STRUCTURE OF COMMUNICATION STATISTICS

A. A QUALITATIVE DESCRIPTION OF THE COUNTRY AND ITS MASSCOMMUNICATION

1. Basic data on the country

- geography (special features, possiple obstacles to communication)
- economic conditions (the level of development of the society)
- political system
- social conditions

2. General data on the masscommunication in the country

- legislative basis
- "communication climate"
- training of journalists

3. Basic data on masscommunication

- short historical survey
- structure
- type of control (commercial, organisational, parliamentary)
- economy (methods of financing)
- degree of centralization
- recources of production (radio and TV studios, printing plants, film studios and laboratories, recording studios·) ;

according to media

(a) broadcasting

(b) press

(c) literature

(d) motion picture

(e) sound recordings

B.QUANTITAVE STATISTICS ON MASSCOMMUNICATION

I. Preconditious for masscommunication and production

1. Economy

1.1 Economy of production/distribution according to media and types of control

(a) total annual income

(b) income formation (advertising, sales/licenses, public subsidy, others)

1.2 Economy of consuption

- license fees
- prices of receivers
- prices of sound reproducing equipment
- prices of single copies of papers and magazines and subscription fees
- prices of books
- prices of cinema tickets
- prices of records and cassettes
- annual spending on masscommunication per household

2. Personnel according to media and types of control

(a) professional groups:

- editional
- others

3. Resources for distribution and reception

(a) distribution according to type of control

- number of radio and TV transmitters, power and percentage of area and population coverage

- libraries and bookshops
- seating capacity of cinemas

(b) reception

- number of radio and TV receivers (color TV's separately) per 1000 inhabitants
- record players and tape recordes per 1000 inhabitants

II. Output

1. Supply (production and importation) according to media and types of control

(a) Radio and television

- broadcastin hours (colcr broadcasts on TV separately) annually

(b) press

- titles (number of papers published)
- circulation and volume (copies per year)
- imported papers and magazines (copies per year)

(c) literature

- titles (number of titles published annually), of which first editions and translation
- volume (number of copies printed annually)

(d) motion picture

- number of first nights, of which domestic
- TV-spots

(e) sound recordings

- titles (published annually domestically)
- volume (domestic production and importation)

2. Content of mass communication

(a) origin of material according to media and types of control

- domestic/foreign/co-production
- most important source countries for imports

(b) content classification according to subject categories, media and types of control

(c) content classification according to function, media and types of control

- entertainment
- informational
- culture
- education
- other
- advertising

(d) according to target audience

- general programmes
- special programmes
- children's programmes

III. Consumption of mass communication

(a) duration of consumption according to audience categories (minutes per day)

- radio
- television
- press

(b) frequency of consumption according to audience categories (copies per time unit)

- literature
- motion picture

- sound recordings

(c) real audience reached by media

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